

Amendments to the Claims

This listing of claims will replace all prior versions and listings of claims in this application:

Listing of Claims

1. (currently amended) A television system comprising:

a television program schedule database comprising television program schedule information, informational messages, and information links that link the informational messages to the television program schedule information;

an advertising database comprising advertising messages and advertisement links that link the advertising messages to the television program schedule information; and television equipment configured to:

display a television program on a substantially full portion of a display monitor;
select [[an]] a first informational message for a first program from the television program schedule database that is linked to the television program schedule information by [[the]] a first information link;
select [[an]] a first advertising message from the advertising database that is linked to the displayed television program by [[the]] a first advertisement link;
[[and]]

display a pop up window overlaid on the displayed television program, the pop up window including the selected first advertising message and the selected first

informational message, wherein the television program is simultaneously displayed with both the first informational message and the first advertising message;

receive a user indication to display an informational message for a second program;

in response to receiving the user indication, select a second informational message for the second program from the television program schedule database that is linked to the television program schedule information by a second information link;

independent of the user indication, select a second advertising message from the advertising database that is linked to the displayed television program by a second advertisement link; and

update the pop up window, the updated pop up window including the selected second informational message and the selected second advertising message, wherein the television program is simultaneously displayed with both the second informational message and the second advertising message.

2. (canceled)

3. (currently amended) The television system of claim 1, wherein the selected first informational message or the selected second informational message relates to the displayed television program.

4. (currently amended) The television system of claim 1, wherein the selected first informational message or the selected second informational message relates to later programming on a channel of the displayed television program.

5. (currently amended) The television system of claim 1, wherein the selected first informational message or the selected second informational message relates to current programming on a channel of the displayed television program.

6. (currently amended) The television system of claim 1, ~~further comprising displaying~~ wherein the television equipment is further configured to display a composite of an EPG and an advertising message overlaid on the displayed television program.

7. (currently amended) The television system of claim 6, ~~further comprising displaying~~ wherein the television equipment is further configured to display an EPG overlaid on the displayed television program.

8. (currently amended) The television system of claim 6, ~~further comprising storing~~ wherein the television equipment is further configured to store EPG data including at least one stored background color value.

9. (currently amended) The television system of claim 8, ~~further comprising using~~ wherein the television

equipment is further configured to use the stored background color value to display the EPG alone.

10. (currently amended) The television system of claim 8, ~~further comprising substituting wherein the television equipment is further configured to substitute~~ a transparent value for the stored background color value to display the composite.

11. (canceled)

12. (currently amended) The television system of claim 1, in which the selected first advertising message or the selected second advertising message is about a product or service.

13. (currently amended) A method for displaying an advertisement over a television program, the method comprising:

- displaying a television program on a substantially full portion of a display monitor ;
- storing television program schedule information, informational messages, and information links that link the informational messages to the television program schedule information in a television program schedule database;
- storing advertising messages and advertisement links that link the advertising messages to the television program schedule information in a advertising database;
- selecting [[an]] a first informational message for a first program from the television program schedule

database that is linked to the television program schedule information by [[the]] a first information link;

selecting [[an]] a second advertising message from the advertising database that is linked to the displayed television program by [[the]] a second advertisement link; [[and]]

displaying a pop up window overlaid on the displayed television program, the pop up window including the selected first advertising message and the selected first informational message, wherein the television program is simultaneously displayed with both the first informational message and the first advertising message;

receiving a user indication to display an informational message for a second program;

in response to receiving the user indication, selecting a second informational message for the second program from the television program schedule database that is linked to the television program schedule information by a second information link;

independent of the user indication, selecting a second advertising message from the advertising database that is linked to the displayed television program by a second advertisement link; and

updating the pop up window, the updated pop up window including the selected second informational message and the selected second advertising message, wherein the television program is simultaneously displayed with both the second informational message and the second advertising message.

14. (canceled)

15. (currently amended) The method of claim 13, wherein the selected first informational message or the selected second informational message relates to the displayed television program .

16. (currently amended) The method of claim 13, wherein the selected first informational message or the selected second informational message relates to later programming on a channel of the displayed television program.

17. (currently amended) The method of claim 13, wherein the selected first informational message or the selected second informational message relates to current programming on a channel of the displayed television program.

18. (previously presented) The method of claim 13, further comprising displaying a composite of an EPG and an advertising message overlaid on the displayed television program.

19. (previously presented) The method of claim 18, further comprising displaying an EPG overlaid on the displayed television program.

20. (canceled)

21. (currently amended) The method of claim 13, in which the selected first advertising message or the selected second advertising message is about a product or service.

22-23. (canceled)

24. (currently amended) The television system of claim 1, wherein the pop up window further includes a television program title simultaneously displayed with both the first informational message and the first advertising message or both the second informational message and the second advertising message.

25. (currently amended) The television system of claim 1, wherein the selected first advertising message or the selected second advertising message is about an upcoming television program or event.

26. (currently amended) The television system of claim 1, wherein the selected first advertising message or the selected second advertising message is related to a sponsor of the displayed television program.

27. (currently amended) The television system of claim 26, wherein the selected first advertising message or the selected second advertising message promotes products and services of the sponsor.

28. (currently amended) The television system of claim 1, wherein the selected first advertising message or the selected second advertising message is related to a subject of the displayed television program.

29. (previously presented) The television system of claim 1, wherein a different advertising message is selected each time the pop up window is displayed.

30. (currently amended) The television system of claim 1, wherein ~~a different~~ the second advertising message is selected and displayed ~~[[after]]~~ a predetermined time after the first advertising message is selected and displayed.

31. (currently amended) The method of claim 13, wherein the pop up window further includes a television program title simultaneously displayed with both the first informational message and the first advertising message or both the second informational message and the second advertising message.

32. (currently amended) The method of claim 13, wherein the selected first advertising message or the selected second advertising message is about an upcoming television program or event.

33. (currently amended) The method of claim 13, wherein the selected first advertising message or the selected

second advertising message is related to a sponsor of the displayed television program.

34. (currently amended) The method of claim 33, wherein the selected first advertising message or the selected second advertising message promotes products and services of the sponsor.

35. (currently amended) The method of claim 13, wherein the selected first advertising message or the selected second advertising message is related to a subject of the displayed television program.

36. (previously presented) The method of claim 13, wherein a different advertising message is selected each time the pop up window is displayed.

37. (currently amended) The method of claim 13, wherein ~~a different~~ the second advertising message is selected and displayed ~~[[after]]~~ a predetermined time after the first advertising message is selected and displayed.